

Message Text

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PAGE 01 STATE 258494

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INFO OCT-01 EUR-12 ISO-00 EB-07 RSC-01 /021 R

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APPROVED BY EB/OCA/REP:BEBYRON

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R 222215Z NOV 74

FM SECSTATE WASHDC

TO AMEMBASSY MADRID

AMCONSUL BARCELONA

AMCONSUL ZURICH

UNCLAS STATE 258494

E.O.11652:NA

TAGS: BEXP SP SZ

SUBJECT: ELECTRONICS TRADE MISSION, JAN. 27-FEB. 5, 1975

REF: STATE 255234(USDOC)

1. ADD TO MISSION MEMBER FIRMS NEWARD ELECTRONICS, INC.,
500 N. PULASKI RD., CHICAGO, ILLINOIS 60624; PETER J.
DE MARZO, VICE PRESIDENT. FIRM ESTABLISHED IN 1921 AS
INDUSTRIAL SUPPLIER OF ELECTRIC COMPONENTS. THEIR CATALOG
REPRESENTS OVER 150 PRODUCTS FOR ORIGINAL EQUIPMENT
MANUFACTURERS' USE AS WELL AS SUPPLY ARTICLES. CATAL
GS
BEING SENT BY FIRM DIRECT TO COMMERCIAL OFFICERS AT POSTS.
OBJECTIVES IN THE MARKET ARE: FIRST, TO RETAIN COMPETENT
SALES REPRESENTATIVES TO SELL TO INDUSTRIAL FIRMS SUPPLY
AND ORIGINAL EQUIPMENT MANUFACUTRERS OF ELECTRONIC COMPONENTS
AND INSTRUMENTS. SECONDLY, DIRECT CONTACTS WITH MAJOR
ELECTRONIC MANUFACTURERS. MISSION NOW TOTALS NINE FIRMS.

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WM USDOC FORWARDING INTERNATIONAL MAIL FOLLOWING:

1. PICTURE AND BIOGRAPHY OF MISSION DIRECTOR
2. PICTURE OF TRANSITOR ELECTRONICS REPRESENTATIVE O'NEIL.
3. PUBLICITY MATERIAL FROM SIGNACOM
4. LITERATURE(ONE COPY) SCHAEVITZ, SIGNACOM, TERADYNE.
5. MARKET PROMOTION PLAN.
3. USDOC FORWARDING AIR POUCH ADDITIONAL COPIES OF LITERATURE.
4. WESTCAP SALES INTERNATIONAL WILL BE REPRESENTED BY ALAN RUBENDALL, EXECUTIVE VICE PRESIDENT. RESERVE A DOUBLE ROOM WITH BATH. PICTURES WILL BE FORWARDED DIRECT, HOWEVER DO NOT HOLD UP PUBLICATION. INGERSOLL

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Message Attributes

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Disposition Approved on Date:
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Disposition Event:
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